

**CLASS CODE: 02717400**  
**PAY GRADE: 26A**  
**EO: A**

**GENERAL STATEMENT OF DUTIES:** To be responsible for the work of several subordinates in a continuous informational and public relations program for a large state department; to demonstrate and utilize advanced skills and to have primary responsibility for one or more components of the overall program; and to do related work as required.

**SUPERVISION EXERCISED:** Plans, organizes, supervises and reviews the work of a technical and clerical employees engaged in the preparation and presentation of informational public relations material.

(Assignments may include but are not limited to accomplishment of the following essential functions)

To prepare informational data and material for dissemination through such media as booklets, promotional layouts, advertising, news releases, radio and television programs, movies.

To prepare and oversee publication and distribution of internal and external departmental newsletter, new release, pamphlets and brochures.

To receive informational inquiries from the public and to provide appropriate responses or intra-departmental referrals.

To assist in the development of media and communications concepts, to meet departmental informational and public relations needs.

To produce audio visual materials utilizing a variety of audio and videography equipment.

To develop and utilize direct mail, newsletters and other informational media.

To design and oversee systems for the distribution of printed materials.

To work with production vendors to ensure timely delivery of completed medial materials.

To represent MHRH on external committees, commissions and task forces, as assigned.

To support and promote departmental management objectives through a multi-faceted medial and public information program.

To prepare, for a superior, speeches and materials for discussion; and to prepare correspondence for the direction or director's designees.

When authorized, to make personal contracts with representatives of state departments or agencies, labor and management officials, civic groups, the press and the general public; and to address these and others to promote understanding and acceptance of the purpose and activities of the department or agency.

To work closely with administrative, professional and research personnel in the development and utilization of informational materials relating to subject matter of a technical, professional or policy nature.

When directed, to provide technical informational assistance to communities, service vendors and civic organizations in their efforts to develop, plan, execute and publicize a variety of publications and special events.

To coordinate, as assigned, a variety of special programs and activities.

Performs related work as required.

## **REQUIRED QUALIFICATIONS FOR APPOINTMENT:**

**KNOWLEDGES, SKILLS AND CAPACITIES:** A thorough knowledge of the methods and techniques involved in the preparation and dissemination material; a thorough knowledge of public relations techniques; the ability to organize and prepare effective written material for use in pamphlets, articles, leaflets, newspaper releases, radio, television and other manuscripts for the purpose of stimulating public interest; the ability to develop and recommend artistic designs and presentations; the ability to evaluate publicity media and to recommend appropriate media for specific purposes; the ability to speak effectively before civic, business or other groups; and related knowledge skills abilities and capacities.

## **EDUCATION AND EXPERIENCE:**

Education: Such as may have been gained through: graduation from a college of recognized standing with a degree in Liberal Arts; and

Experience: (Prior work should include activities) Such as may have been gained through: employment in a position which involved responsibility for the organization and development of an informational and public relations program.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

**SPECIAL REQUIREMENTS:** There are no registration or licensure requirements for this class.

**ADA MEDICAL PROVISION:** If a medical certificate of fitness is necessary, it will be required of all applicants to this class. The certificate is to be submitted only after a conditional offer of employment has been made in accordance with the Americans with Disabilities Act.

**REASONABLE ACCOMMODATION:** If an applicant is unable to perform any essential job functions because of his/her disability but can achieve the required results by means of a reasonable accommodation, that applicant shall not be considered unqualified for the position.

Class Revised: February 16, 1997

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